

By how much has your weekly grocery bill increased, if at all, in the last 6 months:

		Gender			
	Total	Male	Female	Other/Pref er not to answer	18-34
		A	B	C	D
Base: All Respondents (unwtd)	1000	423	561	16	267
Base: All Respondents (wtd)	1000	481	503	16	281
Grocery bill increase by \$0-\$50	383	196	180	7	76
	38%	41%	36%	45%	27%
				**	
\$51-\$100	229	106	120	4	52
	23%	22%	24%	24%	18%
				**	
\$101-\$150	58	25	32	1	16
	6%	5%	6%	9%	6%
				**	
\$151-\$200	69	29	40	-	30
	7%	6%	8%	-	11%
				**	EF
\$201+	81	34	47	-	36
	8%	7%	9%	-	13%
				**	EF
My grocery bill hasn't increased in the last 6 months	179	91	85	4	71
	18%	19%	17%	22%	25%
				**	EF
Sigma	1000	481	503	16	281
	100%	100%	100%	100%	100%

AGE		EDUCATION				Generation		
35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X
E	F	G	H	I	J	K	L	M
361	372	60	204	413	323	132	271	293
346	373	146	276	335	243	144	270	282
113	194	42	102	133	106	41	71	100
33%	52%	29%	37%	40%	44%	29%	26%	36%
	DE	*			G			L
99	79	28	57	93	52	26	64	80
29%	21%	19%	21%	28%	21%	18%	24%	28%
DF		*						KN
31	11	8	17	19	14	5	24	20
9%	3%	6%	6%	6%	6%	4%	9%	7%
F		*					N	N
19	20	18	18	19	14	13	22	19
6%	5%	12%	6%	6%	6%	9%	8%	7%
		*						
23	23	6	29	20	27	18	26	22
7%	6%	4%	10%	6%	11%	13%	10%	8%
		*			I	N		
62	46	44	53	52	30	40	62	41
18%	12%	30%	19%	15%	12%	28%	23%	15%
		IJ*	J			MN	MN	
346	373	146	276	335	243	144	270	282
100%	100%	100%	100%	100%	100%	100%	100%	100%

Boomer
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171
56%
KLM
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20%
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5%
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5%
36
12%
305
100%

Which of the following have you done in 2023 in order to deal with the higher cost of living due to inflation?

		Gender			
	Total	Male	Female	Other/Pref er not to answer	18-34
		A	B	C	D
Base: All Respondents (unwtd)	1000	423	561	16	267
Base: All Respondents (wtd)	1000	481	503	16	281
Cutting back on entertainment	418	199	214	6	92
	42%	41%	42%	38%	33%
				**	
Cutting back on dining out	481	216	256	10	109
	48%	45%	51%	61%	39%
				**	
Cutting back on travel outside the country	239	117	117	5	59
	24%	24%	23%	32%	21%
				**	
Cutting back on travel inside the country	249	128	119	2	65
	25%	27%	24%	14%	23%
				**	
More car pooling/fewer car trips	121	48	71	1	37
	12%	10%	14%	9%	13%
				**	
Cutting back on organized sports for my kids	35	18	17	-	8
	4%	4%	3%	-	3%
				**	
Switched my regular grocery store for one I think is cheaper	249	90	150	9	66
	25%	19%	30%	55%	24%
			A	**	
Looking at flyers for sales	477	208	264	5	90
	48%	43%	53%	29%	32%
			A	**	
Using a couponing or sale app to save money	282	113	164	5	71
	28%	23%	33%	32%	25%
			A	**	
Eating less meat	286	127	153	6	71
	29%	26%	30%	36%	25%
				**	
Pausing on saving for retirement	153	74	77	2	41
	15%	15%	15%	14%	15%

				**	
Dipped into my personal savings to make ends meet	217	86	128	3	59
	22%	18%	25%	19%	21%
			A	**	
Considered moving somewhere with a lower cost of living than where I live now	124	53	65	6	52
	12%	11%	13%	37%	19%
				**	EF
Buying fewer fresh fruits and vegetables	285	102	177	7	79
	29%	21%	35%	42%	28%
			A	**	
Putting off purchases like new clothing, etc.	400	157	235	8	103
	40%	33%	47%	48%	37%
			A	**	
Telling my kids "no" more often	72	27	45	-	29
	7%	6%	9%	-	10%
				**	F
Using money I was setting aside for retirement	146	61	82	3	35
	15%	13%	16%	19%	12%
				**	
Delayed or did not renew a medical prescription	90	32	56	3	33
	9%	7%	11%	18%	12%
			A	**	F
Accessing food banks	104	48	54	2	36
	10%	10%	11%	11%	13%
				**	F
Made purchases through micro payments rather than a one-time payment	74	34	36	3	35
	7%	7%	7%	21%	12%
				**	F
None of the above	103	62	41	-	20
	10%	13%	8%	-	7%
		B		**	
Sigma	4606	2000	2520	85	1190
	461%	416%	501%	534%	423%

AGE		EDUCATION				Generation		
35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X
E	F	G	H	I	J	K	L	M
361	372	60	204	413	323	132	271	293
346	373	146	276	335	243	144	270	282
162	164	54	105	150	109	32	119	143
47%	44%	37%	38%	45%	45%	22%	44%	51%
D	D	*					K	KN
171	200	55	131	179	117	52	125	147
50%	54%	38%	47%	53%	48%	36%	46%	52%
D	D	*		G				K
87	93	28	61	91	59	28	67	67
25%	25%	19%	22%	27%	24%	20%	25%	24%
		*						
81	103	28	67	95	59	30	67	66
24%	28%	19%	24%	28%	24%	21%	25%	24%
		*						
41	43	16	29	50	26	20	37	26
12%	11%	11%	11%	15%	10%	14%	14%	9%
		*						
24	3	3	10	11	11	2	13	19
7%	1%	2%	4%	3%	5%	2%	5%	7%
DF		*					N	KN
93	90	24	69	98	59	26	77	68
27%	24%	16%	25%	29%	24%	18%	28%	24%
		*		G			K	
158	229	49	128	183	118	38	104	143
46%	62%	33%	46%	55%	48%	26%	38%	51%
D	DE	*		G	G		K	KL
102	109	25	77	115	65	37	74	82
30%	29%	17%	28%	34%	27%	26%	27%	29%
		*		GJ				
98	117	48	72	98	68	22	92	76
28%	31%	33%	26%	29%	28%	16%	34%	27%
		*					K	K
58	54	23	50	46	34	15	47	49
17%	14%	16%	18%	14%	14%	10%	17%	17%

		*						
85	74	23	55	87	52	21	69	65
25%	20%	16%	20%	26%	21%	14%	26%	23%
		*					K	
39	33	26	28	47	23	18	49	32
11%	9%	18%	10%	14%	9%	12%	18%	11%
		*		J			MN	
95	111	43	77	108	57	37	74	79
27%	30%	30%	28%	32%	23%	25%	27%	28%
		*		J				
156	141	37	111	154	97	43	117	125
45%	38%	25%	40%	46%	40%	30%	43%	44%
D		*	G	G	G		K	K
37	5	5	17	26	25	8	36	23
11%	1%	3%	6%	8%	10%	6%	13%	8%
F		*				N	KN	N
59	52	29	43	47	28	19	42	39
17%	14%	20%	16%	14%	11%	13%	15%	14%
		*						
36	22	21	23	34	13	15	29	29
10%	6%	14%	8%	10%	5%	11%	11%	10%
F		J*		J			N	
42	26	13	48	35	8	10	44	26
12%	7%	9%	17%	10%	3%	7%	16%	9%
F		*	IJ	J			KMN	
30	9	11	14	27	22	11	43	13
9%	2%	7%	5%	8%	9%	7%	16%	5%
F		*				N	KMN	
35	48	19	32	28	24	14	19	32
10%	13%	13%	12%	8%	10%	9%	7%	11%
	D	*						
1690	1726	580	1247	1709	1071	497	1342	1350
488%	463%	397%	452%	510%	441%	346%	498%	479%

Boomer
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63%
KLM
89
29%
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31%
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42
14%

63
21%
25
8%
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31%
114
37%
4
1%
47
15%
17
6%
23
8%
7
2%
39
13%
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1417
464%

How concerned are you about the following? - That inflation will make everyday things less affordable for you

		Gender			
	Total	Male	Female	Other/Pref er not to answer	18-34
		A	B	C	D
Base: All Respondents (unwtd)	1000	423	561	16	267
Base: All Respondents (wtd)	1000	481	503	16	281
Top 2 Box (Net)	811	378	420	13	228
	81%	79%	84%	84%	81%
				**	
Very concerned	397	159	226	12	122
	40%	33%	45%	75%	44%
			A	**	F
Somewhat concerned	415	219	194	1	105
	41%	46%	39%	9%	37%
		B		**	
Bottom 2 Box (Net)	189	103	83	3	53
	19%	21%	16%	16%	19%
				**	
Not very concerned	132	69	61	1	36
	13%	14%	12%	8%	13%
				**	
Not at all concerned	57	34	22	1	18
	6%	7%	4%	8%	6%
				**	
Sigma	1000	481	503	16	281
	100%	100%	100%	100%	100%

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AGE		EDUCATION				Generation		
35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X
E	F	G	H	I	J	K	L	M
361	372	60	204	413	323	132	271	293
346	373	146	276	335	243	144	270	282
301	283	118	232	268	194	110	233	238
87%	76%	81%	84%	80%	80%	76%	87%	85%
F		*					KN	N
156	119	57	117	141	81	50	131	120
45%	32%	39%	43%	42%	33%	35%	48%	42%
F		*	J	J			KN	N
145	164	60	115	126	113	60	103	119
42%	44%	41%	41%	38%	47%	41%	38%	42%
		*			I			
45	90	28	44	67	49	34	36	43
13%	24%	19%	16%	20%	20%	24%	13%	15%
	E	*				L		
36	61	23	31	44	34	23	26	32
10%	16%	16%	11%	13%	14%	16%	10%	11%
	E	*						
10	29	5	13	24	15	11	10	12
3%	8%	4%	5%	7%	6%	7%	4%	4%
	E	*						
346	373	146	276	335	243	144	270	282
100%	100%	100%	100%	100%	100%	100%	100%	100%

Boomer
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305
230
75%
96
32%
134
44%
75
25%
LM
51
17%
L
24
8%
305
100%

How concerned are you about the following? - That you might not have enough money to feed your family

		Gender			
	Total	Male	Female	Other/Pref er not to answer	18-34
		A	B	C	D
Base: All Respondents (unwtd)	1000	423	561	16	267
Base: All Respondents (wtd)	1000	481	503	16	281
Top 2 Box (Net)	547	265	267	15	193
	55%	55%	53%	96%	69%
				**	F
Very concerned	230	100	120	10	102
	23%	21%	24%	64%	36%
				**	EF
Somewhat concerned	317	165	147	5	91
	32%	34%	29%	32%	32%
				**	
Bottom 2 Box (Net)	453	216	236	1	88
	45%	45%	47%	4%	31%
				**	
Not very concerned	287	139	148	-	66
	29%	29%	29%	-	23%
				**	
Not at all concerned	166	77	88	1	22
	17%	16%	18%	4%	8%
				**	
Sigma	1000	481	503	16	281
	100%	100%	100%	100%	100%

AGE		EDUCATION				Generation		
35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X
E	F	G	H	I	J	K	L	M
361	372	60	204	413	323	132	271	293
346	373	146	276	335	243	144	270	282
219	135	100	147	178	123	92	191	161
63%	36%	68%	53%	53%	51%	64%	71%	57%
F		HIJ*				N	MN	N
86	42	37	80	70	44	46	86	67
25%	11%	25%	29%	21%	18%	32%	32%	24%
F		*	IJ			N	MN	N
134	93	63	67	108	79	46	105	94
39%	25%	43%	24%	32%	33%	32%	39%	33%
F		H*		H	H		N	N
127	238	46	129	157	120	52	78	121
37%	64%	32%	47%	47%	49%	36%	29%	43%
	DE	*	G	G	G			L
89	132	33	92	92	70	43	55	76
26%	35%	23%	33%	27%	29%	30%	20%	27%
	DE	*						
38	106	13	38	66	49	9	23	45
11%	28%	9%	14%	20%	20%	6%	9%	16%
	DE	*		G	GH			KL
346	373	146	276	335	243	144	270	282
100%	100%	100%	100%	100%	100%	100%	100%	100%

Boomer
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305
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34%
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72
24%
201
66%
KLM
113
37%
LM
88
29%
KLM
305
100%

How concerned are you about the following? - That you might not be able to afford gasoline

		Gender			
	Total	Male	Female	Other/Pref er not to answer	18-34
		A	B	C	D
Base: All Respondents (unwtd)	1000	423	561	16	267
Base: All Respondents (wtd)	1000	481	503	16	281
Top 2 Box (Net)	564	273	282	9	184
	56%	57%	56%	59%	65%
				**	F
Very concerned	202	93	104	5	71
	20%	19%	21%	34%	25%
				**	F
Somewhat concerned	362	180	178	4	113
	36%	37%	35%	25%	40%
				**	
Bottom 2 Box (Net)	436	208	221	7	97
	44%	43%	44%	41%	35%
				**	
Not very concerned	255	121	130	4	50
	25%	25%	26%	28%	18%
				**	
Not at all concerned	181	87	92	2	47
	18%	18%	18%	14%	17%
				**	
Sigma	1000	481	503	16	281
	100%	100%	100%	100%	100%

AGE		EDUCATION				Generation		
35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X
E	F	G	H	I	J	K	L	M
361	372	60	204	413	323	132	271	293
346	373	146	276	335	243	144	270	282
209	171	94	169	184	117	97	158	174
60%	46%	64%	61%	55%	48%	68%	59%	62%
F		J*	J			N	N	N
81	50	38	62	67	35	33	69	58
23%	13%	26%	22%	20%	14%	23%	26%	20%
F		J*	J			N	N	N
128	121	55	107	118	82	64	89	116
37%	33%	38%	39%	35%	34%	45%	33%	41%
		*				LN		N
137	202	52	107	151	126	46	111	108
40%	54%	36%	39%	45%	52%	32%	41%	38%
	DE	*			GH			
87	118	29	62	91	73	30	62	61
25%	32%	20%	22%	27%	30%	21%	23%	22%
D	D	*						
49	84	23	46	60	52	16	49	47
14%	23%	16%	17%	18%	22%	11%	18%	17%
	E	*						
346	373	146	276	335	243	144	270	282
100%	100%	100%	100%	100%	100%	100%	100%	100%

Boomer
N
304
305
134
44%
42
14%
92
30%
171
56%
KLM
102
33%
KLM
69
23%
K
305
100%

How concerned are you about the following? - That interest rates will rise quicker than you can adjust

		Gender			
	Total	Male	Female	Other/Pref er not to answer	18-34
		A	B	C	D
Base: All Respondents (unwtd)	1000	423	561	16	267
Base: All Respondents (wtd)	1000	481	503	16	281
Top 2 Box (Net)	703	323	366	13	219
	70%	67%	73%	83%	78%
				**	F
Very concerned	290	111	170	9	101
	29%	23%	34%	57%	36%
			A	**	F
Somewhat concerned	412	212	196	4	118
	41%	44%	39%	26%	42%
				**	
Bottom 2 Box (Net)	297	158	137	3	62
	30%	33%	27%	17%	22%
				**	
Not very concerned	209	109	99	1	46
	21%	23%	20%	9%	16%
				**	
Not at all concerned	88	49	38	1	16
	9%	10%	7%	8%	6%
				**	
Sigma	1000	481	503	16	281
	100%	100%	100%	100%	100%

AGE		EDUCATION				Generation		
35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X
E	F	G	H	I	J	K	L	M
361	372	60	204	413	323	132	271	293
346	373	146	276	335	243	144	270	282
263	220	110	196	225	172	101	217	210
76%	59%	75%	71%	67%	71%	70%	81%	74%
F		*				N	KN	N
110	79	49	89	89	63	42	101	86
32%	21%	34%	32%	27%	26%	29%	37%	30%
F		*					N	N
152	142	60	107	136	109	59	116	124
44%	38%	41%	39%	41%	45%	41%	43%	44%
		*						
83	153	36	80	110	71	43	52	72
24%	41%	25%	29%	33%	29%	30%	19%	26%
	DE	*				L		
57	107	31	58	73	48	33	37	49
16%	29%	21%	21%	22%	20%	23%	14%	17%
	DE	*				L		
26	46	6	22	37	23	10	15	23
8%	12%	4%	8%	11%	10%	7%	6%	8%
	D	*						
346	373	146	276	335	243	144	270	282
100%	100%	100%	100%	100%	100%	100%	100%	100%

Boomer
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57%
62
20%
113
37%
130
43%
KLM
90
30%
LM
40
13%
L
305
100%

How concerned are you about the following? - That economic troubles will impact your retirement plans

		Gender			
	Total	Male	Female	Other/Pref er not to answer	18-34
		A	B	C	D
Base: All Respondents (unwtd)	1000	423	561	16	267
Base: All Respondents (wtd)	1000	481	503	16	281
Top 2 Box (Net)	704	333	362	10	209
	70%	69%	72%	62%	74%
				**	F
Very concerned	337	142	187	8	97
	34%	29%	37%	53%	35%
			A	**	
Somewhat concerned	367	191	175	1	111
	37%	40%	35%	9%	40%
				**	
Bottom 2 Box (Net)	296	149	141	6	72
	30%	31%	28%	38%	26%
				**	
Not very concerned	196	94	98	5	50
	20%	19%	19%	29%	18%
				**	
Not at all concerned	100	55	43	2	22
	10%	11%	9%	10%	8%
				**	
Sigma	1000	481	503	16	281
	100%	100%	100%	100%	100%

AGE		EDUCATION				Generation		
35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X
E	F	G	H	I	J	K	L	M
361	372	60	204	413	323	132	271	293
346	373	146	276	335	243	144	270	282
267	229	108	190	243	163	109	202	218
77%	61%	74%	69%	73%	67%	76%	75%	77%
F		*				N	N	N
138	101	56	95	117	70	48	96	115
40%	27%	38%	34%	35%	29%	34%	36%	41%
F		*					N	N
129	127	52	96	126	93	60	106	103
37%	34%	36%	35%	38%	38%	42%	39%	37%
		*						
79	144	38	86	92	80	35	68	64
23%	39%	26%	31%	27%	33%	24%	25%	23%
	DE	*						
58	88	27	60	54	54	26	45	47
17%	24%	18%	22%	16%	22%	18%	17%	17%
	E	*			I			
22	56	11	26	38	26	9	23	17
6%	15%	7%	9%	11%	11%	6%	8%	6%
	DE	*						
346	373	146	276	335	243	144	270	282
100%	100%	100%	100%	100%	100%	100%	100%	100%

Boomer
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58%
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25%
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32%
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42%
KLM
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26%
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51
17%
KLM
305
100%

How concerned are you about the following? - That you may lose your job if the economy does not improve

		Gender			
	Total	Male	Female	Other/Pref er not to answer	18-34
		A	B	C	D
Base: All Respondents (unwtd)	1000	423	561	16	267
Base: All Respondents (wtd)	1000	481	503	16	281
Top 2 Box (Net)	429	215	202	12	170
	43%	45%	40%	74%	60%
				**	EF
Very concerned	167	73	87	7	73
	17%	15%	17%	43%	26%
				**	F
Somewhat concerned	262	142	115	5	97
	26%	29%	23%	31%	34%
		B		**	F
Bottom 2 Box (Net)	571	266	301	4	111
	57%	55%	60%	26%	40%
				**	
Not very concerned	277	144	132	1	73
	28%	30%	26%	9%	26%
				**	
Not at all concerned	293	122	169	3	39
	29%	25%	34%	17%	14%
			A	**	
Sigma	1000	481	503	16	281
	100%	100%	100%	100%	100%

AGE		EDUCATION				Generation		
35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X
E	F	G	H	I	J	K	L	M
361	372	60	204	413	323	132	271	293
346	373	146	276	335	243	144	270	282
175	84	80	117	128	104	93	157	123
51%	23%	55%	42%	38%	43%	65%	58%	44%
F		I*				MN	MN	N
75	19	34	47	44	42	36	74	47
22%	5%	23%	17%	13%	17%	25%	28%	17%
F		I*				N	MN	N
100	65	46	70	84	62	58	83	76
29%	18%	32%	25%	25%	26%	40%	31%	27%
F		*				MN	N	N
171	289	66	159	207	139	50	112	158
49%	77%	45%	58%	62%	57%	35%	42%	56%
D	DE	*		G				KL
99	105	41	75	85	77	35	71	84
29%	28%	28%	27%	25%	31%	24%	26%	30%
		*						
72	183	24	84	123	62	15	41	74
21%	49%	17%	31%	37%	26%	11%	15%	26%
D	DE	*	G	GJ				KL
346	373	146	276	335	243	144	270	282
100%	100%	100%	100%	100%	100%	100%	100%	100%

Boomer
N
304
305
55
18%
10
3%
45
15%
250
82%
KLM
87
29%
163
53%
KLM
305
100%

How concerned are you about the following? - That economic hardship will mean that you have to delay fut

		Gender			
	Total	Male	Female	Other/Pref er not to answer	18-34
		A	B	C	D
Base: All Respondents (unwtd)	1000	423	561	16	267
Base: All Respondents (wtd)	1000	481	503	16	281
Top 2 Box (Net)	688	331	344	13	216
	69%	69%	68%	78%	77%
				**	F
Very concerned	294	126	158	10	112
	29%	26%	31%	61%	40%
				**	F
Somewhat concerned	393	205	186	3	103
	39%	43%	37%	17%	37%
				**	
Bottom 2 Box (Net)	312	150	159	3	65
	31%	31%	32%	22%	23%
				**	
Not very concerned	196	106	89	1	44
	20%	22%	18%	4%	16%
				**	
Not at all concerned	117	44	70	3	21
	12%	9%	14%	18%	7%
			A	**	
Sigma	1000	481	503	16	281
	100%	100%	100%	100%	100%

ure plans or life projects like buying a home, starting a family, traveling, etc.

AGE		EDUCATION				Generation		
35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X
E	F	G	H	I	J	K	L	M
361	372	60	204	413	323	132	271	293
346	373	146	276	335	243	144	270	282
266	206	101	186	226	174	107	213	207
77%	55%	69%	68%	68%	71%	74%	79%	73%
F		*				N	N	N
117	65	51	84	98	61	49	117	80
34%	17%	35%	30%	29%	25%	34%	43%	28%
F		*				N	MN	N
149	141	51	102	128	112	58	97	127
43%	38%	35%	37%	38%	46%	40%	36%	45%
		*			HI			L
80	167	45	90	109	69	37	56	75
23%	45%	31%	32%	32%	29%	26%	21%	27%
	DE	*						
53	98	26	56	74	40	21	44	46
15%	26%	18%	20%	22%	16%	15%	16%	16%
	DE	*						
26	69	18	34	35	30	16	12	29
8%	19%	13%	12%	11%	12%	11%	5%	10%
	DE	*				L		L
346	373	146	276	335	243	144	270	282
100%	100%	100%	100%	100%	100%	100%	100%	100%

Boomer
N
304
305
160
53%
48
16%
112
37%
145
47%
KLM
85
28%
KLM
60
20%
KLM
305
100%

How concerned are you about the following? - That "shrinkflation" will continue, where items will be reduce

		Gender			
	Total	Male	Female	Other/Pref er not to answer	18-34
		A	B	C	D
Base: All Respondents (unwtd)	1000	423	561	16	267
Base: All Respondents (wtd)	1000	481	503	16	281
Top 2 Box (Net)	845	400	432	13	226
	84%	83%	86%	78%	80%
				**	
Very concerned	432	183	239	11	113
	43%	38%	48%	66%	40%
			A	**	
Somewhat concerned	412	218	193	2	113
	41%	45%	38%	12%	40%
		B		**	
Bottom 2 Box (Net)	155	81	71	3	55
	16%	17%	14%	22%	20%
				**	E
Not very concerned	115	65	47	3	40
	11%	13%	9%	17%	14%
				**	
Not at all concerned	41	16	24	1	16
	4%	3%	5%	4%	6%
				**	
Sigma	1000	481	503	16	281
	100%	100%	100%	100%	100%

ed in size, quantity, or quality while prices will remain the same or increase

AGE		EDUCATION				Generation		
35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X
E	F	G	H	I	J	K	L	M
361	372	60	204	413	323	132	271	293
346	373	146	276	335	243	144	270	282
303	316	121	229	290	204	110	230	244
88%	85%	83%	83%	87%	84%	77%	85%	86%
D		*						K
156	164	66	129	149	88	47	129	125
45%	44%	45%	47%	45%	36%	33%	48%	44%
		*	J	J			K	K
147	153	55	101	141	116	63	101	119
43%	41%	38%	36%	42%	48%	44%	37%	42%
		*			H			
43	57	25	47	45	39	33	40	38
12%	15%	17%	17%	13%	16%	23%	15%	14%
		*				MN		
31	44	18	33	30	34	24	29	27
9%	12%	12%	12%	9%	14%	17%	11%	9%
		*			I			
12	13	7	13	15	5	10	11	11
4%	3%	5%	5%	5%	2%	7%	4%	4%
		*						
346	373	146	276	335	243	144	270	282
100%	100%	100%	100%	100%	100%	100%	100%	100%

Boomer
N
304
305
261
86%
K
132
43%
129
42%
44
14%
35
11%
9
3%
305
100%

How concerned are you about the following? - That you won't be able to pay your full credit card bill

		Gender			
	Total	Male	Female	Other/Pref er not to answer	18-34
		A	B	C	D
Base: All Respondents (unwtd)	1000	423	561	16	267
Base: All Respondents (wtd)	1000	481	503	16	281
Top 2 Box (Net)	540	255	273	11	184
	54%	53%	54%	68%	66%
				**	F
Very concerned	233	96	130	7	93
	23%	20%	26%	41%	33%
			A	**	F
Somewhat concerned	307	159	143	4	92
	31%	33%	29%	28%	33%
				**	F
Bottom 2 Box (Net)	460	226	229	5	97
	46%	47%	46%	32%	34%
				**	
Not very concerned	274	128	143	3	69
	27%	27%	28%	16%	24%
				**	
Not at all concerned	186	97	86	3	28
	19%	20%	17%	16%	10%
				**	
Sigma	1000	481	503	16	281
	100%	100%	100%	100%	100%

AGE		EDUCATION				Generation		
35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X
E	F	G	H	I	J	K	L	M
361	372	60	204	413	323	132	271	293
346	373	146	276	335	243	144	270	282
222	134	90	144	179	126	90	182	165
64%	36%	62%	52%	54%	52%	63%	68%	58%
F		*				N	MN	N
97	43	33	65	84	51	42	94	64
28%	11%	23%	24%	25%	21%	29%	35%	23%
F		*				N	MN	N
124	91	57	79	96	75	48	89	101
36%	24%	39%	29%	29%	31%	33%	33%	36%
F		*				N	N	N
124	239	56	132	156	117	54	87	117
36%	64%	38%	48%	46%	48%	37%	32%	42%
	DE	*						L
74	131	37	83	89	65	44	54	63
21%	35%	26%	30%	26%	27%	31%	20%	22%
	DE	*				L		
50	108	19	49	67	52	10	33	55
15%	29%	13%	18%	20%	21%	7%	12%	19%
	DE	*						KL
346	373	146	276	335	243	144	270	282
100%	100%	100%	100%	100%	100%	100%	100%	100%

Boomer
N
304
305
103
34%
34
11%
69
23%
202
66%
KLM
113
37%
LM
89
29%
KLM
305
100%

How concerned are you about the following? - That you may have to use a line of credit to pay your credit c

		Gender			
	Total	Male	Female	Other/Pref er not to answer	18-34
		A	B	C	D
Base: All Respondents (unwtd)	1000	423	561	16	267
Base: All Respondents (wtd)	1000	481	503	16	281
Top 2 Box (Net)	503	240	250	12	183
	50%	50%	50%	76%	65%
				**	F
Very concerned	191	82	100	9	75
	19%	17%	20%	55%	27%
				**	F
Somewhat concerned	312	159	150	3	108
	31%	33%	30%	22%	38%
				**	F
Bottom 2 Box (Net)	497	241	253	4	98
	50%	50%	50%	24%	35%
				**	
Not very concerned	276	140	133	2	59
	28%	29%	27%	14%	21%
				**	
Not at all concerned	221	100	119	2	39
	22%	21%	24%	10%	14%
				**	
Sigma	1000	481	503	16	281
	100%	100%	100%	100%	100%

ard bill

AGE		EDUCATION				Generation		
35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X
E	F	G	H	I	J	K	L	M
361	372	60	204	413	323	132	271	293
346	373	146	276	335	243	144	270	282
204	116	93	137	168	105	91	178	147
59%	31%	64%	50%	50%	43%	63%	66%	52%
F		IJ*				N	MN	N
83	33	28	59	63	41	34	76	57
24%	9%	19%	21%	19%	17%	24%	28%	20%
F		*				N	N	N
121	84	65	78	105	64	57	103	89
35%	22%	45%	28%	31%	26%	40%	38%	32%
F		HIJ*				N	N	N
142	257	53	139	167	138	53	91	135
41%	69%	36%	50%	50%	57%	37%	34%	48%
	DE	*		G	G			L
89	127	29	77	95	75	36	56	75
26%	34%	20%	28%	28%	31%	25%	21%	27%
	DE	*						
53	130	24	62	72	62	17	35	60
15%	35%	17%	23%	22%	26%	12%	13%	21%
	DE	*						KL
346	373	146	276	335	243	144	270	282
100%	100%	100%	100%	100%	100%	100%	100%	100%

Boomer
N
304
305
87
29%
24
8%
63
21%
218
71%
KLM
109
36%
LM
109
36%
KLM
305
100%

How concerned are you about the following? - That you can't absorb any unexpected costs of \$1,000 or more

		Gender			
	Total	Male	Female	Other/Pref er not to answer	18-34
		A	B	C	D
Base: All Respondents (unwtd)	1000	423	561	16	267
Base: All Respondents (wtd)	1000	481	503	16	281
Top 2 Box (Net)	668	306	353	10	200
	67%	64%	70%	61%	71%
			A	**	F
Very concerned	308	131	169	8	102
	31%	27%	34%	52%	36%
			A	**	F
Somewhat concerned	360	175	184	1	97
	36%	36%	37%	9%	35%
				**	
Bottom 2 Box (Net)	332	175	150	6	81
	33%	36%	30%	39%	29%
		B		**	
Not very concerned	206	115	87	5	55
	21%	24%	17%	30%	20%
		B		**	
Not at all concerned	125	61	63	1	26
	13%	13%	13%	9%	9%
				**	
Sigma	1000	481	503	16	281
	100%	100%	100%	100%	100%

re

AGE		EDUCATION				Generation		
35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X
E	F	G	H	I	J	K	L	M
361	372	60	204	413	323	132	271	293
346	373	146	276	335	243	144	270	282
256	213	115	189	228	136	91	213	200
74%	57%	79%	69%	68%	56%	63%	79%	71%
F		J*	J	J			KMN	N
127	79	51	94	109	54	37	117	93
37%	21%	35%	34%	32%	22%	26%	43%	33%
F		J*	J	J			KMN	N
129	133	64	95	119	82	54	96	107
37%	36%	44%	34%	36%	34%	38%	36%	38%
		*						
90	160	31	87	107	107	53	56	82
26%	43%	21%	31%	32%	44%	37%	21%	29%
	DE	*			GHI	L		L
57	94	25	56	63	63	37	34	53
16%	25%	17%	20%	19%	26%	26%	13%	19%
	E	*			I	L		
33	66	6	31	45	44	16	23	29
9%	18%	4%	11%	13%	18%	11%	8%	10%
	DE	*		G	GH			
346	373	146	276	335	243	144	270	282
100%	100%	100%	100%	100%	100%	100%	100%	100%

Boomer
N
304
305
165
54%
62
20%
103
34%
140
46%
LM
83
27%
LM
57
19%
LM
305
100%

How concerned are you about the following? - Top 2 Box Summary

		Gender			
	Total	Male	Female	Other/Pref er not to answer	18-34
		A	B	C	D
Base: All Respondents (unwtd)	1000	423	561	16	267
Base: All Respondents (wtd)	1000	481	503	16	281
That inflation will make everyday things less affordable for you	811	378	420	13	228
	81%	79%	84%	84%	81%
				**	
That you might not have enough money to feed your family	547	265	267	15	193
	55%	55%	53%	96%	69%
				**	F
That you might not be able to afford gasoline	564	273	282	9	184
	56%	57%	56%	59%	65%
				**	F
That interest rates will rise quicker than you can adjust	703	323	366	13	219
	70%	67%	73%	83%	78%
				**	F
That economic troubles will impact your retirement plans	704	333	362	10	209
	70%	69%	72%	62%	74%
				**	F
That you may lose your job if the economy does not improve	429	215	202	12	170
	43%	45%	40%	74%	60%
				**	EF
That economic hardship will mean that you have to delay future plans or life projects like buying a home, starting a family, traveling, etc.	688	331	344	13	216
	69%	69%	68%	78%	77%
				**	F
That "shrinkflation" will continue, where items will be reduced in size, quantity, or quality while prices will remain the same or increase	845	400	432	13	226
	84%	83%	86%	78%	80%
				**	
That you won't be able to pay your full credit card bill	540	255	273	11	184
	54%	53%	54%	68%	66%
				**	F

That you may have to use a line of credit to pay your credit card bill	503	240	250	12	183
	50%	50%	50%	76%	65%
				**	F
That you can't absorb any unexpected costs of \$1,000 or more	668	306	353	10	200
	67%	64%	70%	61%	71%
			A	**	F

AGE		EDUCATION				Generation		
35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X
E	F	G	H	I	J	K	L	M
361	372	60	204	413	323	132	271	293
346	373	146	276	335	243	144	270	282
301	283	118	232	268	194	110	233	238
87%	76%	81%	84%	80%	80%	76%	87%	85%
F		*					KN	N
219	135	100	147	178	123	92	191	161
63%	36%	68%	53%	53%	51%	64%	71%	57%
F		HIJ*				N	MN	N
209	171	94	169	184	117	97	158	174
60%	46%	64%	61%	55%	48%	68%	59%	62%
F		J*	J			N	N	N
263	220	110	196	225	172	101	217	210
76%	59%	75%	71%	67%	71%	70%	81%	74%
F		*				N	KN	N
267	229	108	190	243	163	109	202	218
77%	61%	74%	69%	73%	67%	76%	75%	77%
F		*				N	N	N
175	84	80	117	128	104	93	157	123
51%	23%	55%	42%	38%	43%	65%	58%	44%
F		I*				MN	MN	N
266	206	101	186	226	174	107	213	207
77%	55%	69%	68%	68%	71%	74%	79%	73%
F		*				N	N	N
303	316	121	229	290	204	110	230	244
88%	85%	83%	83%	87%	84%	77%	85%	86%
D		*						K
222	134	90	144	179	126	90	182	165
64%	36%	62%	52%	54%	52%	63%	68%	58%
F		*				N	MN	N

204	116	93	137	168	105	91	178	147
59%	31%	64%	50%	50%	43%	63%	66%	52%
F		IJ*				N	MN	N
256	213	115	189	228	136	91	213	200
74%	57%	79%	69%	68%	56%	63%	79%	71%
F		J*	J	J			KMN	N

Boomer
N
304
305
230
75%
104
34%
134
44%
175
57%
176
58%
55
18%
160
53%
261
86%
K
103
34%

87
29%
165
54%

How concerned are you about the following? - Bottom 2 Box Summary

		Gender			
	Total	Male	Female	Other/Pref er not to answer	18-34
		A	B	C	D
Base: All Respondents (unwtd)	1000	423	561	16	267
Base: All Respondents (wtd)	1000	481	503	16	281
That inflation will make everyday things less affordable for you	189	103	83	3	53
	19%	21%	16%	16%	19%
				**	
That you might not have enough money to feed your family	453	216	236	1	88
	45%	45%	47%	4%	31%
				**	
That you might not be able to afford gasoline	436	208	221	7	97
	44%	43%	44%	41%	35%
				**	
That interest rates will rise quicker than you can adjust	297	158	137	3	62
	30%	33%	27%	17%	22%
				**	
That economic troubles will impact your retirement plans	296	149	141	6	72
	30%	31%	28%	38%	26%
				**	
That you may lose your job if the economy does not improve	571	266	301	4	111
	57%	55%	60%	26%	40%
				**	
That economic hardship will mean that you have to delay future plans or life projects like buying a home, starting a family, traveling, etc.	312	150	159	3	65
	31%	31%	32%	22%	23%
				**	
That "shrinkflation" will continue, where items will be reduced in size, quantity, or quality while prices will remain the same or increase	155	81	71	3	55
	16%	17%	14%	22%	20%
				**	E
That you won't be able to pay your full credit card bill	460	226	229	5	97
	46%	47%	46%	32%	34%
				**	

That you may have to use a line of credit to pay your credit card bill	497	241	253	4	98
	50%	50%	50%	24%	35%
				**	
That you can't absorb any unexpected costs of \$1,000 or more	332	175	150	6	81
	33%	36%	30%	39%	29%
		B		**	

AGE		EDUCATION				Generation		
35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X
E	F	G	H	I	J	K	L	M
361	372	60	204	413	323	132	271	293
346	373	146	276	335	243	144	270	282
45	90	28	44	67	49	34	36	43
13%	24%	19%	16%	20%	20%	24%	13%	15%
	E	*				L		
127	238	46	129	157	120	52	78	121
37%	64%	32%	47%	47%	49%	36%	29%	43%
	DE	*	G	G	G			L
137	202	52	107	151	126	46	111	108
40%	54%	36%	39%	45%	52%	32%	41%	38%
	DE	*			GH			
83	153	36	80	110	71	43	52	72
24%	41%	25%	29%	33%	29%	30%	19%	26%
	DE	*				L		
79	144	38	86	92	80	35	68	64
23%	39%	26%	31%	27%	33%	24%	25%	23%
	DE	*						
171	289	66	159	207	139	50	112	158
49%	77%	45%	58%	62%	57%	35%	42%	56%
D	DE	*		G				KL
80	167	45	90	109	69	37	56	75
23%	45%	31%	32%	32%	29%	26%	21%	27%
	DE	*						
43	57	25	47	45	39	33	40	38
12%	15%	17%	17%	13%	16%	23%	15%	14%
		*				MN		
124	239	56	132	156	117	54	87	117
36%	64%	38%	48%	46%	48%	37%	32%	42%
	DE	*						L

142	257	53	139	167	138	53	91	135
41%	69%	36%	50%	50%	57%	37%	34%	48%
	DE	*		G	G			L
90	160	31	87	107	107	53	56	82
26%	43%	21%	31%	32%	44%	37%	21%	29%
	DE	*			GHI	L		L

Boomer
N
304
305
75
25%
LM
201
66%
KLM
171
56%
KLM
130
43%
KLM
129
42%
KLM
250
82%
KLM
145
47%
KLM
44
14%
202
66%
KLM

218
71%
KLM
140
46%
LM